

REPLACEMENT SHEET

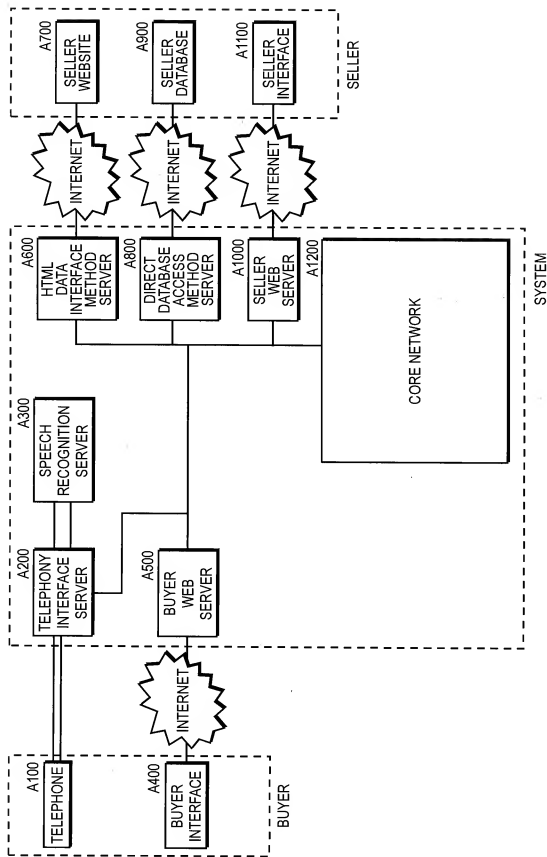


FIG. 1

REPLACEMENT SHEET

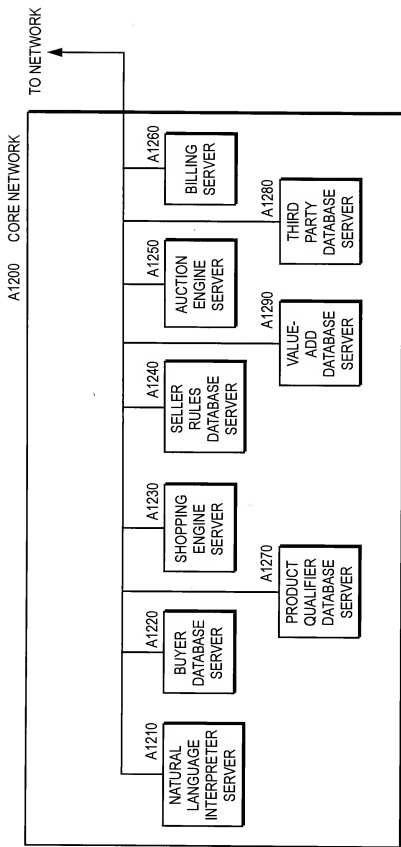
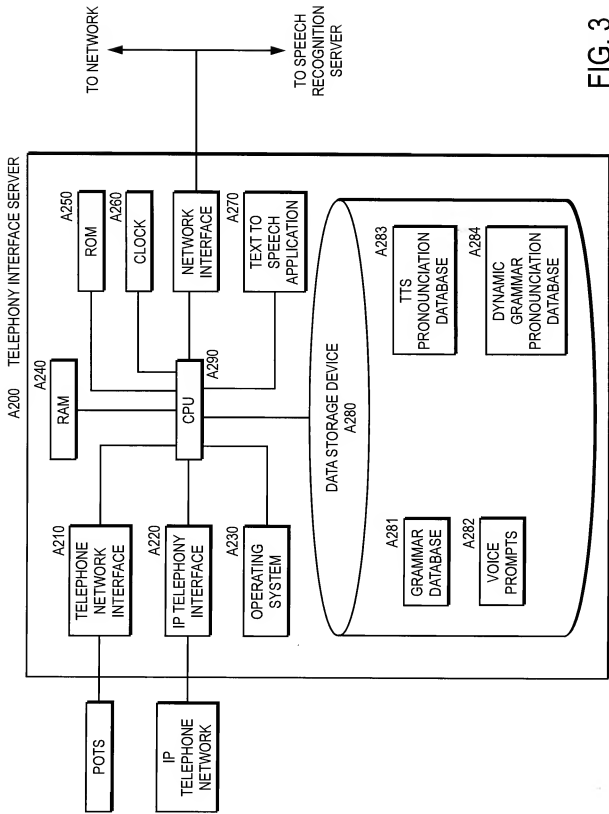


FIG. 2

REPLACEMENT SHEET



REPLACEMENT SHEET

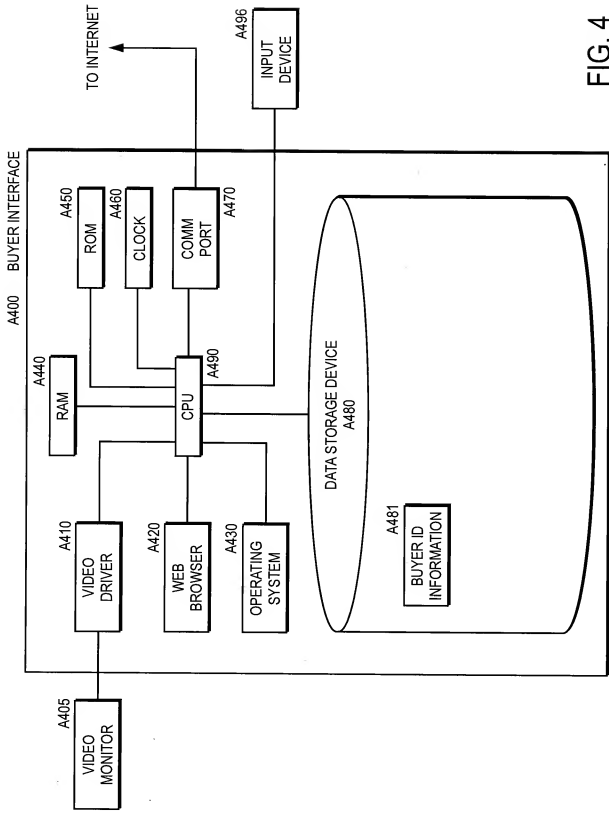


FIG. 4

REPLACEMENT SHEET

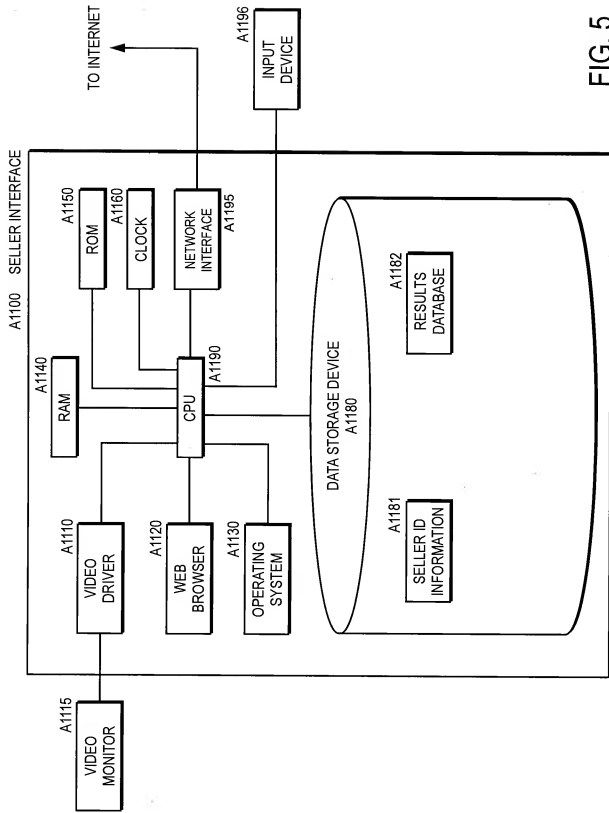
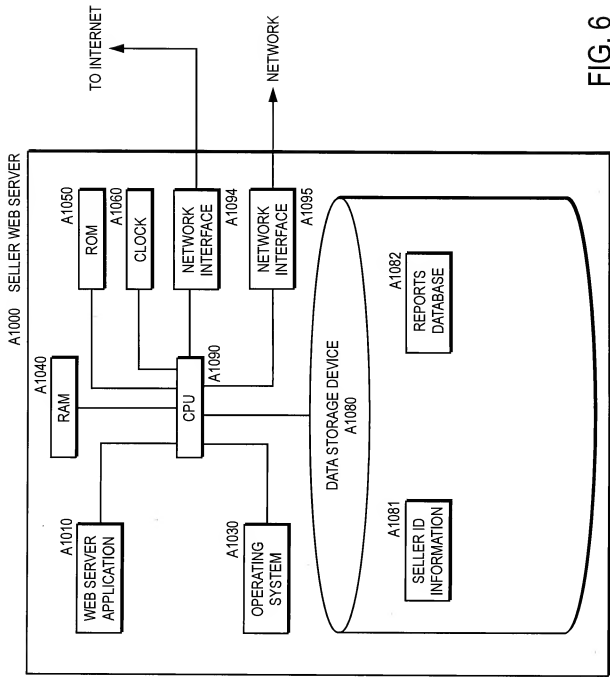


FIG. 5

REPLACEMENT SHEET



REPLACEMENT SHEET

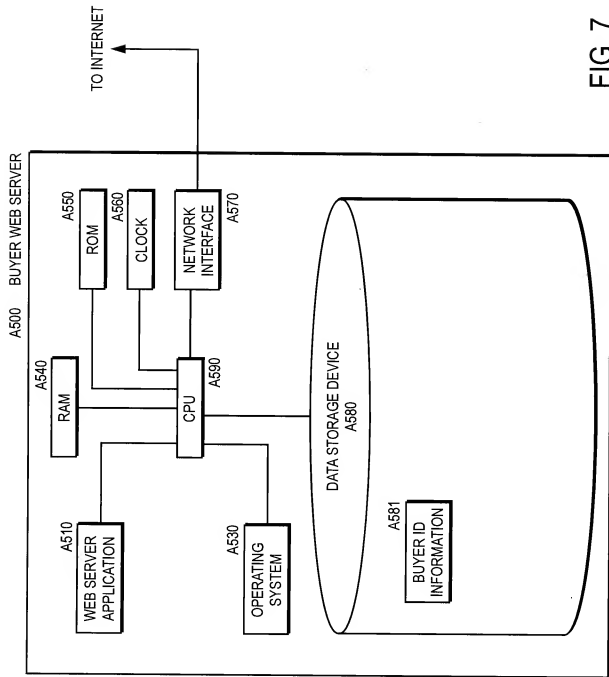


FIG. 7

REPLACEMENT SHEET

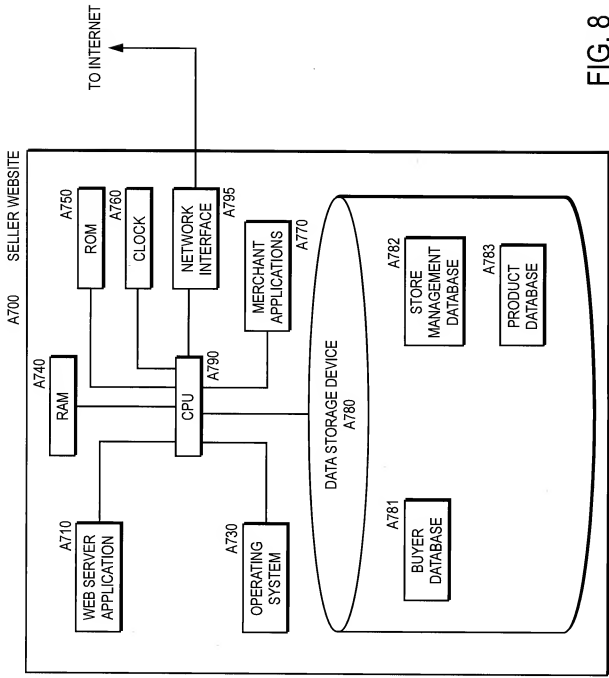


FIG. 8

REPLACEMENT SHEET

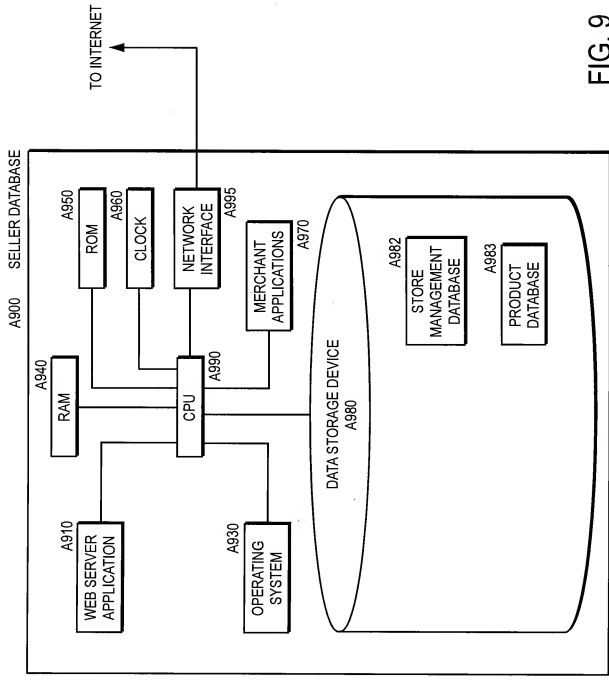


FIG. 9

REPLACEMENT SHEET

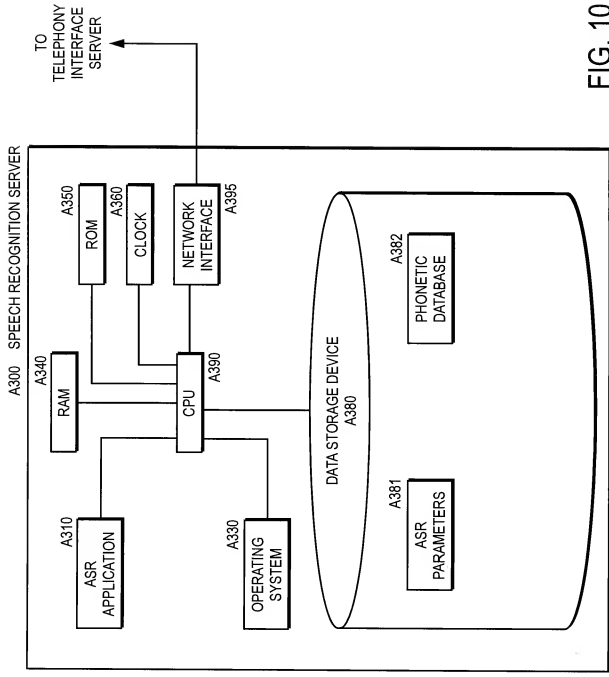


FIG. 10

REPLACEMENT SHEET

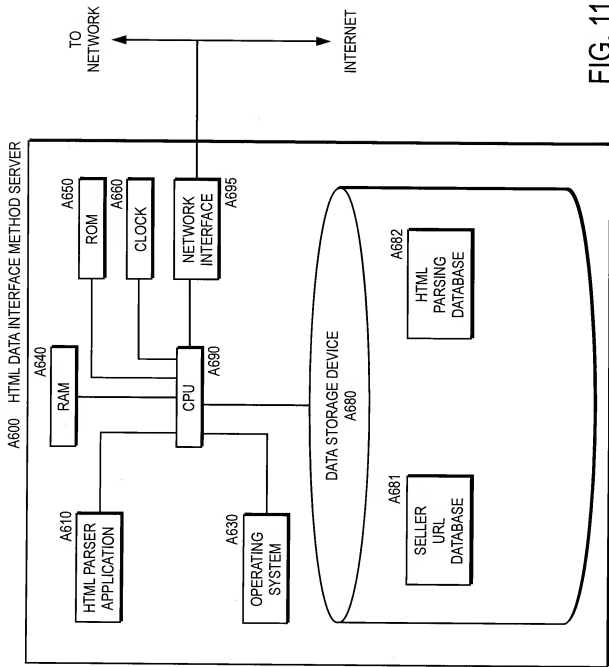


FIG. 11

REPLACEMENT SHEET

A1210 NATURAL LANGUAGE INTERPRETER SERVER

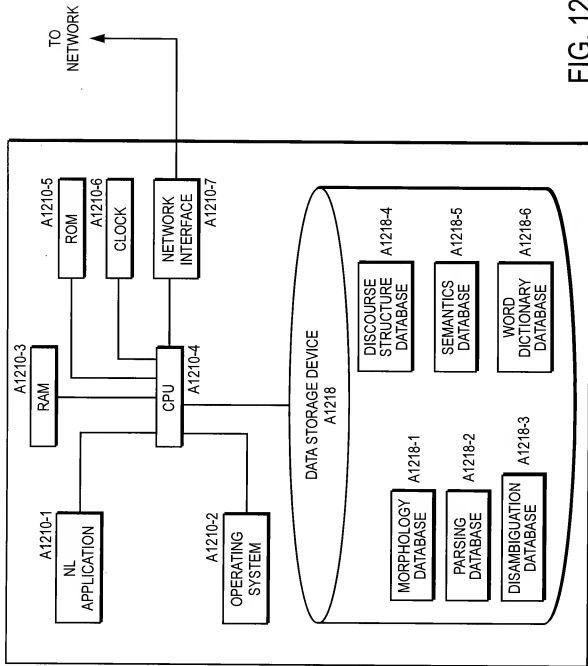


FIG. 12

REPLACEMENT SHEET

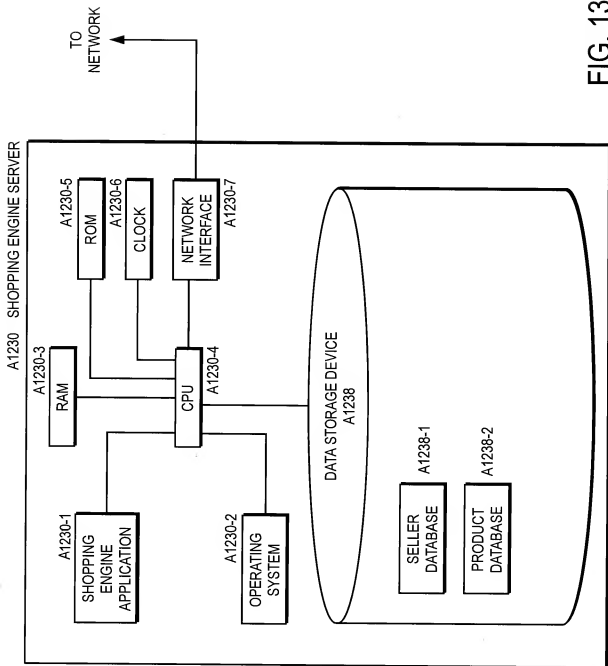
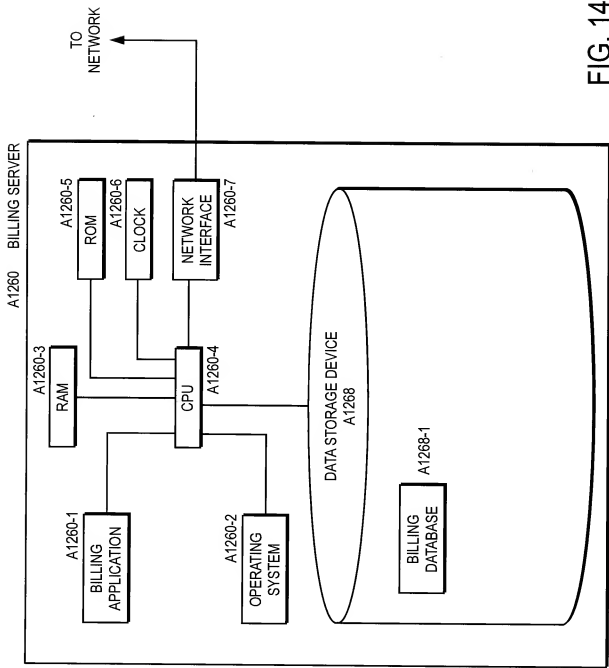


FIG. 13

REPLACEMENT SHEET



REPLACEMENT SHEET

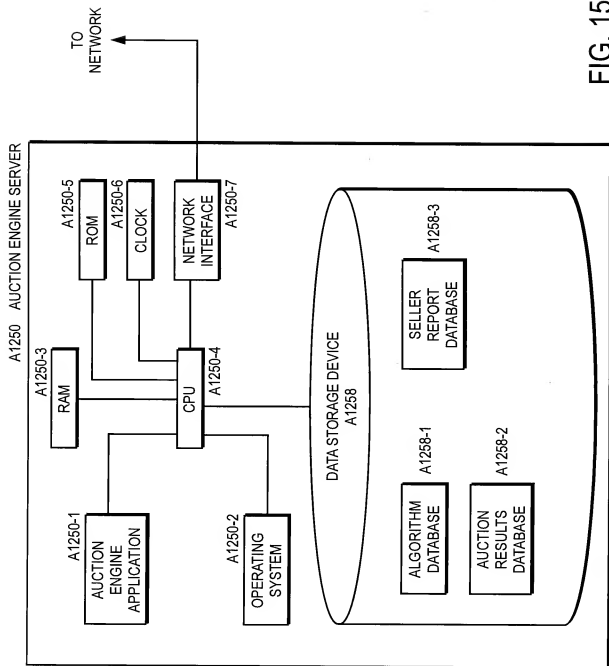


FIG. 15

REPLACEMENT SHEET

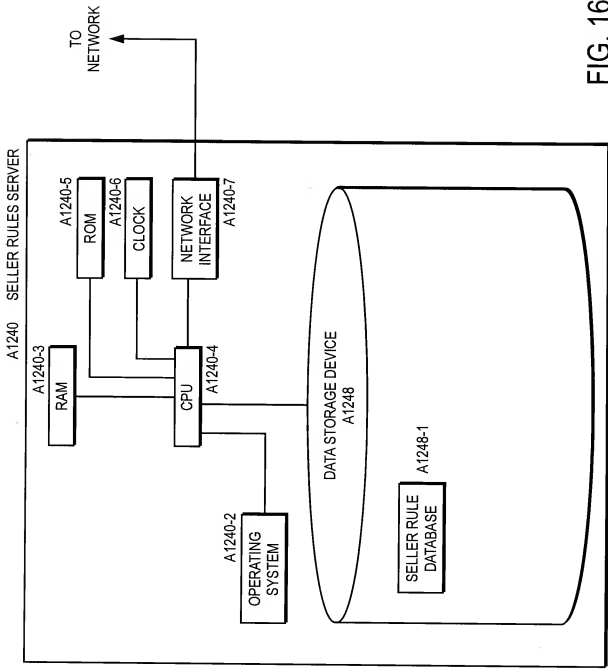


FIG. 16

REPLACEMENT SHEET

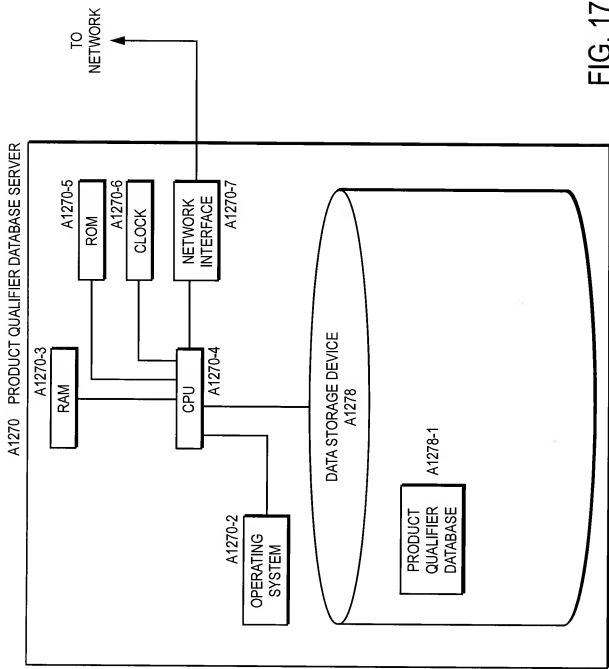


FIG. 17

REPLACEMENT SHEET

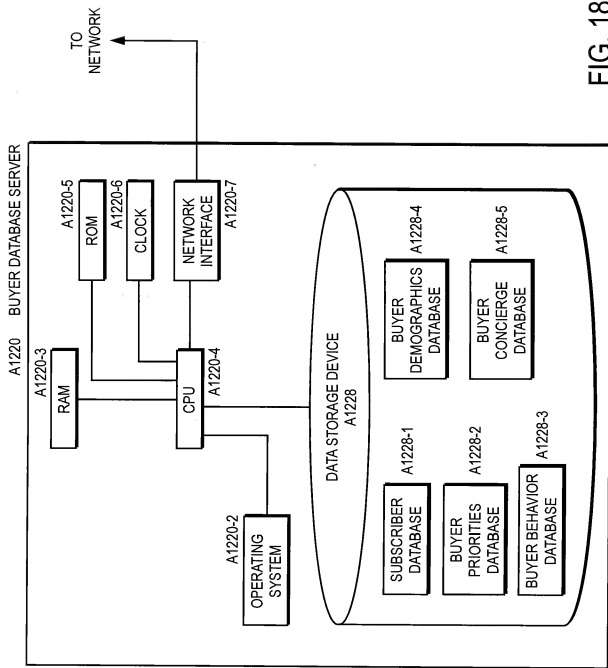


FIG. 18

REPLACEMENT SHEET

A800 DIRECT DATABASE ACCESS METHOD SERVER

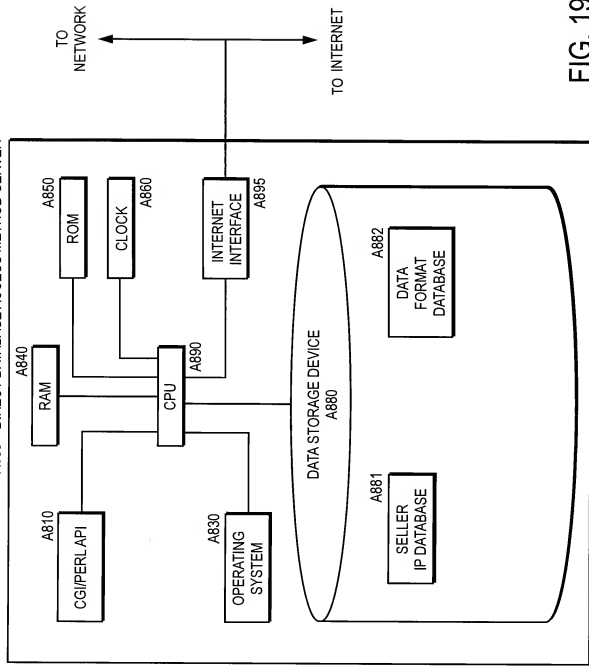


FIG. 19

REPLACEMENT SHEET

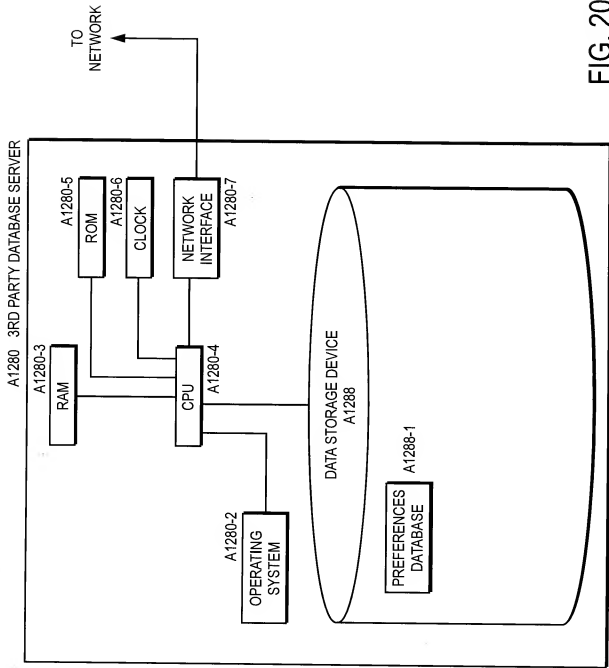


FIG. 20

REPLACEMENT SHEET

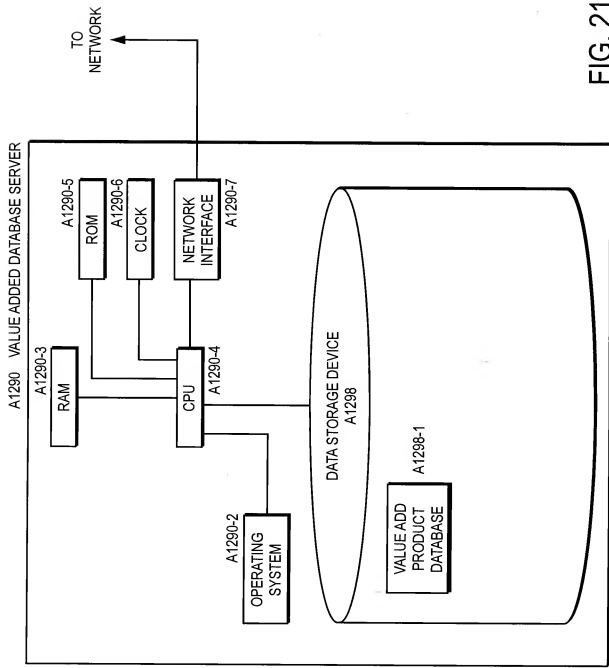


FIG. 21

REPLACEMENT SHEET

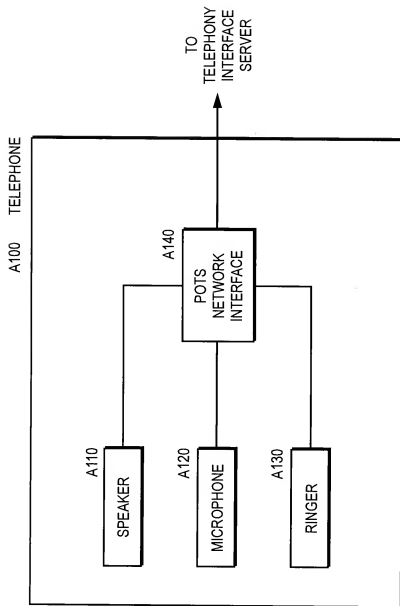


FIG. 22

REPLACEMENT SHEET

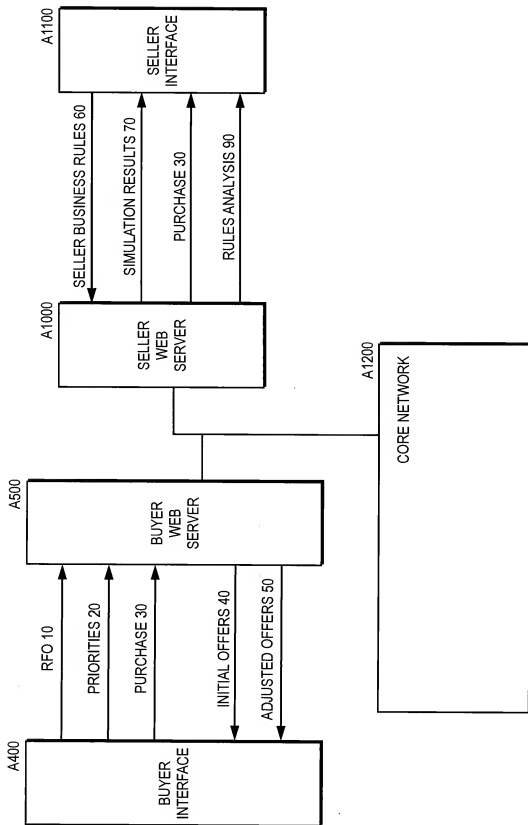


FIG. 23

REPLACEMENT SHEET

Buyer Flow

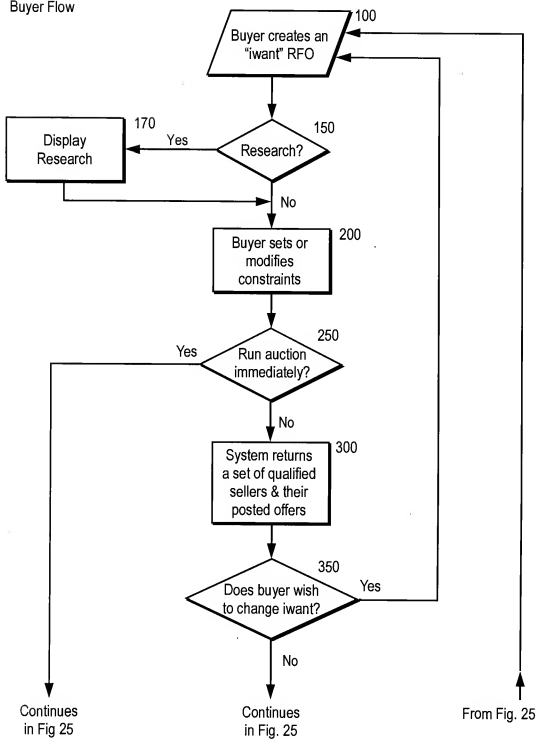


FIG. 24

REPLACEMENT SHEET

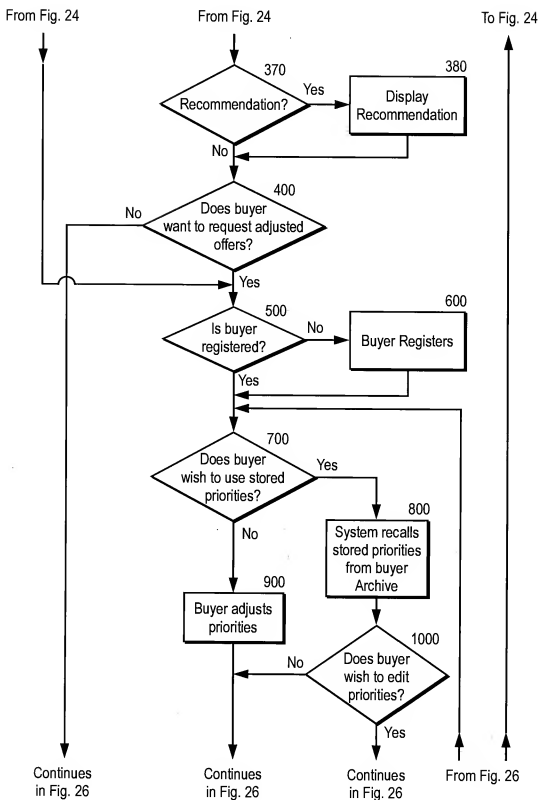


FIG. 25

REPLACEMENT SHEET

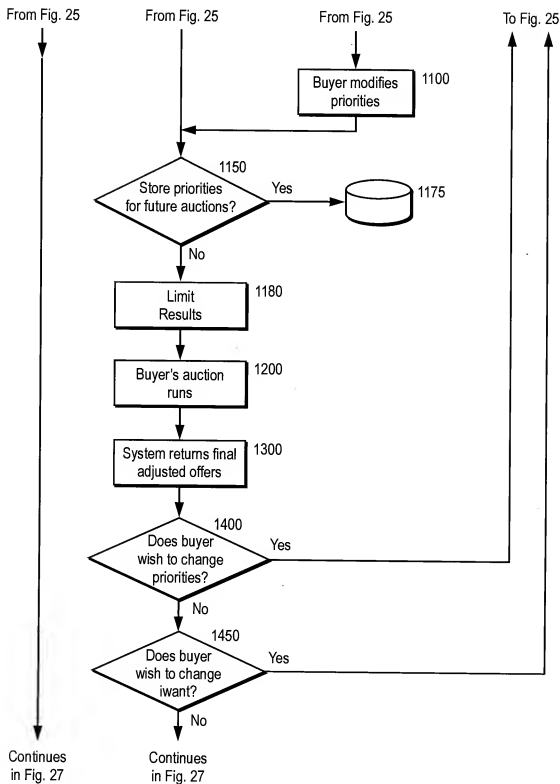


FIG. 26

REPLACEMENT SHEET

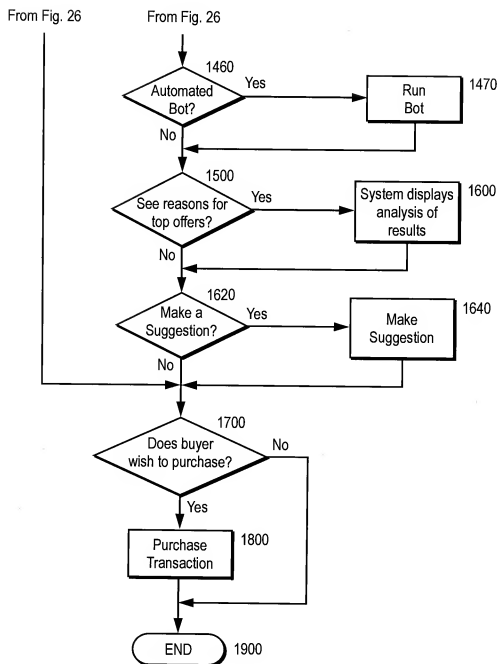


FIG. 27

REPLACEMENT SHEET

Buyers Auction Runs

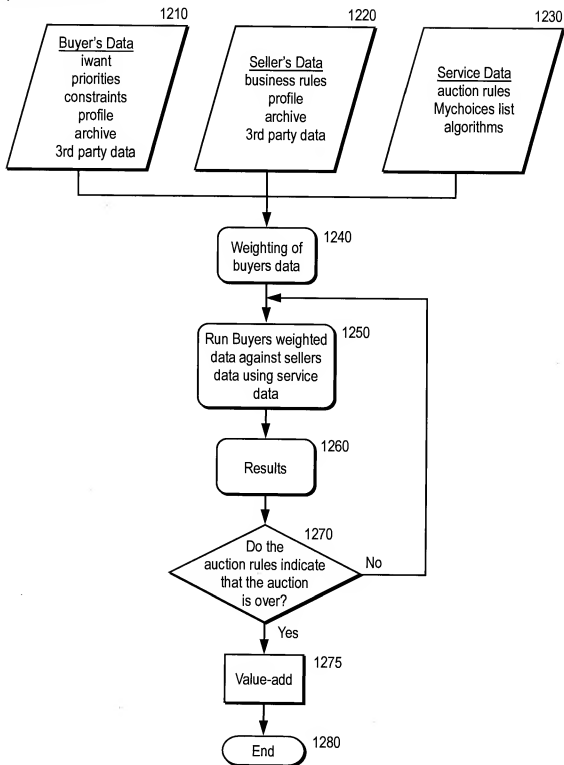


FIG. 28

REPLACEMENT SHEET

Sellers Flow

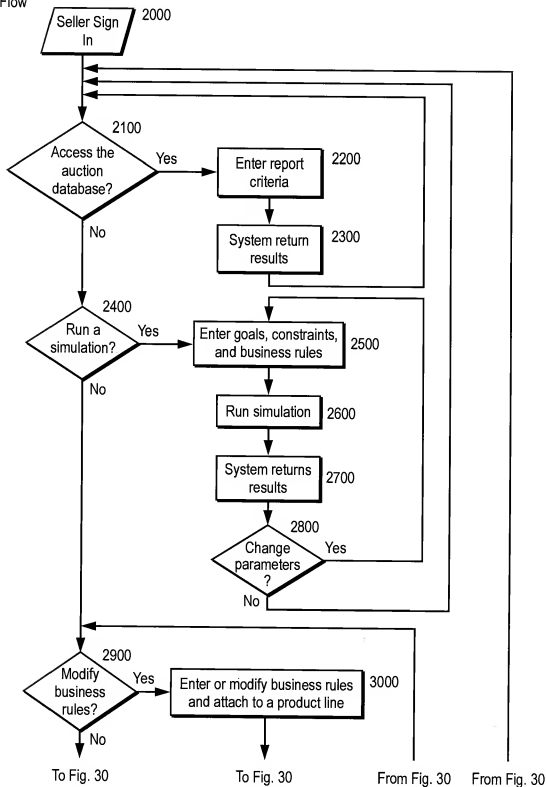


FIG. 29

REPLACEMENT SHEET

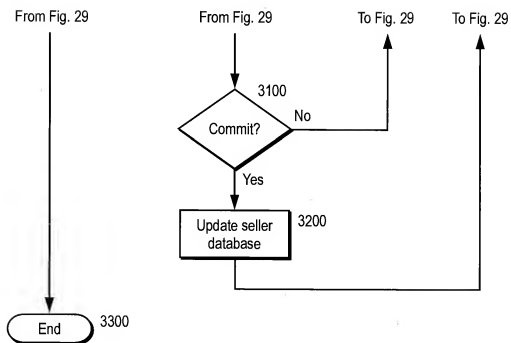


FIG. 30

REPLACEMENT SHEET

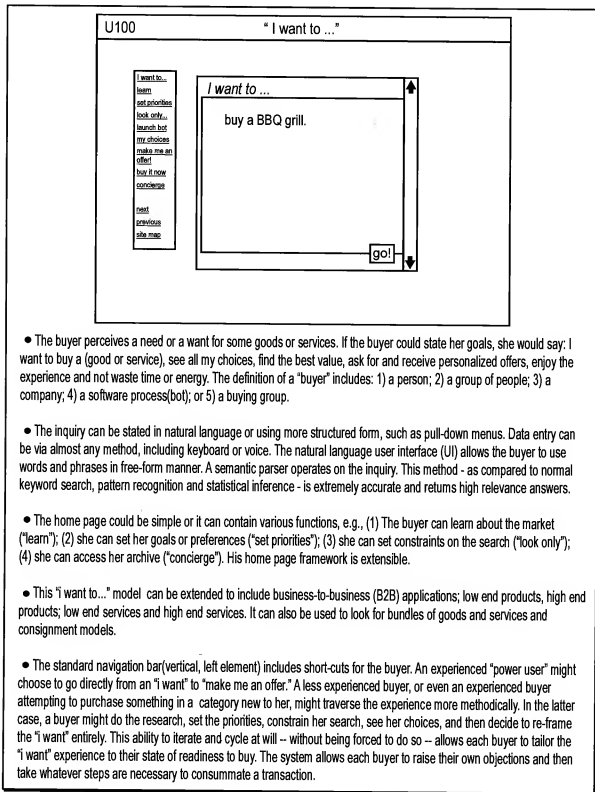
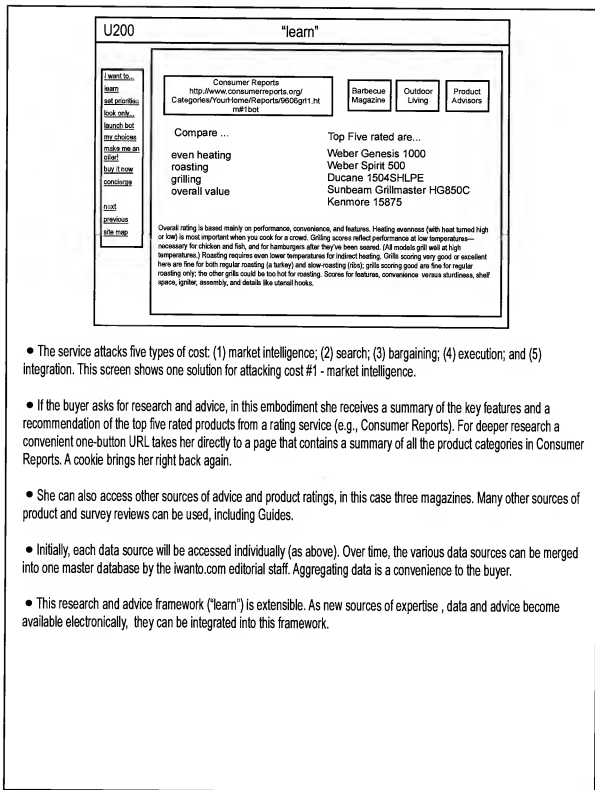


FIG. 31

REPLACEMENT SHEET



- The service attacks five types of cost: (1) market intelligence; (2) search; (3) bargaining; (4) execution; and (5) integration. This screen shows one solution for attacking cost #1 - market intelligence.
- If the buyer asks for research and advice, in this embodiment she receives a summary of the key features and a recommendation of the top five rated products from a rating service (e.g., Consumer Reports). For deeper research a convenient one-button URL takes her directly to a page that contains a summary of all the product categories in Consumer Reports. A cookie brings her right back again.
- She can also access other sources of advice and product ratings, in this case three magazines. Many other sources of product and survey reviews can be used, including Guides.
- Initially, each data source will be accessed individually (as above). Over time, the various data sources can be merged into one master database by the iwanto.com editorial staff. Aggregating data is a convenience to the buyer.
- This research and advice framework ("learn") is extensible. As new sources of expertise, data and advice become available electronically, they can be integrated into this framework.

FIG. 32

REPLACEMENT SHEET

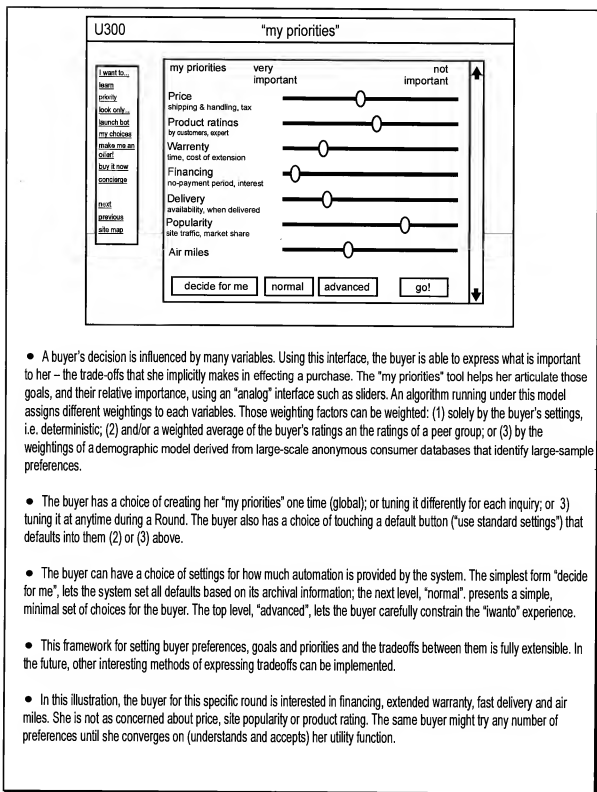


FIG. 33

REPLACEMENT SHEET

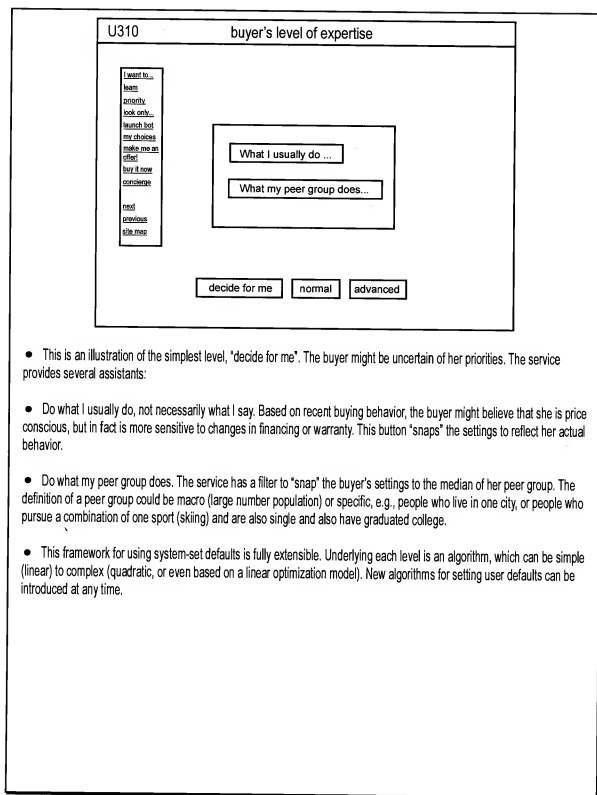


FIG. 34

REPLACEMENT SHEET

U400
"look only ..." (constrained search)

I want to...

learn

know

look only...

launch, but

my choices

make me an

offer

buy it now

compare

next

previous

also may

location look ...

Only locally within 15 miles

✓ USA only

Whole world

product quality look ...

✓ only for products rated by Consumer Reports.

Only at the top ten rated products

Only for products with reviews by leading magazines.

Only for things I specified by name and model.

No more than my maximum price of \$_____.

✓ Suggest alternatives.

normal
advanced

- This is an illustration of the "advanced" setting. "Look" is an extensible framework. It delimits the search in any number of interesting ways. For example, the buyer can decide how broadly she wants to look for sellers. If the buyer intends to visit a real store to see the product before purchase, she can ask for "local" only, or within X miles; or by state or region; or worldwide.
- Other choices for constrained searches are also possible. For illustration: (1) only my "favorite" merchants; (2) only products that are rated by Consumer's Reports, etc. The easiest choices are within a few miles of home (80% of all purchases). The "USA" option can be aware of shipping costs and set to take advantage of no sales taxes in certain states. Or, the buyer can constrain the search to only those products reviewed by an expert (e.g., a leading magazine, an authoritative person, a peer group evaluation). Or, the buyer can constrain the search to certain product characteristics, e.g., a price range.
- Further the buyer can ask for product suggestions and alternatives. This presents significant upsell opportunities to sellers. The service is different than price comparison services because it diminishes the emphasis on direct price competition. Instead, it focuses the dialogue between buyer and seller on the qualitative aspects of the transaction.

FIG. 35

REPLACEMENT SHEET

U410

"look only ..." (cont.)

I want to...

learn

priority

look only...

launch list

my choices

make me an offer!

buy it now

complete

next

previous

site map

e-merchant quality look ...

✓ Only for sellers accredited by Bizrate.

Only for sellers that I've bought from in the past.

✓ Only sellers that have a return policy.

Only sellers that guarantee shipment within one day.

✓ Only sellers that offer air miles.

where can I see it ...

nearest store
(name, address, phone, map)

normal

advanced

- This is a continuation of the "advanced" setting.
- In addition to product quality, the buyer can also constrain or limit searches based on e-merchant quality. For illustration: (1) only sellers that are familiar to the buyer, (2) only sellers rated by an independent rating service; (3) only sellers with certain performance guarantees, e.g., delivery time; or (4) only sellers that offer certain bonuses, e.g., air miles.
- Other buyer requirements will emerge over time. One illustration of a potentially popular element for product purchases is "where" can I see it ...? In this illustration, the buyer can ask for the name of the nearest store (e.g., identified by the manufacturer's database), and directory information (address, phone), and a map with driving directions (e.g., MapQuest).
- This framework of constrained search is fully extensible. As the number of e-sellers multiplies - possible by 100X per category in the next 10 years - constraining search in a meaningful and relevant fashion will become ever more important. As new dimensions of constrained search become important (e.g., security and privacy considerations, trusted third party issues, availability of video demos, etc.) such constraints can be added to this framework.

FIG. 36

REPLACEMENT SHEET

U500
automated "iwant" launch bot

I want to...

learn

study

look only...

launch bot

my choices

make me an

offer

buy it now

concierge

next

previous

site map

look ...

173444

I want to buy a BBQ grill. gas.
very good quality. discounted.

every ...

& notify me via ...

Day

Week

Month

e-mail

mobile phone

pager

television

when ...

the item shows up

only when the score is greater

than ...

90

OK

- The buyer can create an automated "i want" bot that launches itself at a designated time period, e.g., every Tuesday, once a month, one week before a birthday or anniversary date. The bot also receives notification instructions when it receives an offer that passes certain criteria, e.g., total score of 90+.
- The notification preferences are expandable as new forms of intelligent devices connect to the web.
- The preference data can be kept in the Concierge and can be changed at any time.
- The service can support an unlimited number of automated bots on behalf of the buyer. It is possible to arrange the technology whereby the bots can work independently or they can work in a coordinated fashion, e.g., assembling a complex vacation package that includes a hotel, airfare, car rental, trip insurance etc.
- A "chat" button can also be added. This button can launch a variety of chat services, either resident inside iwant.com or at the seller's site. The simplest form is a 1:1 text and/or voice chat with the seller's sales representative. Other varieties include text and/or voice chat with anybody who happens to be interested in BBQs at that moment (a synthetic group). Or an expert (consultant, advisor, guide). Or a user group. Text chat is now being augmented with voice chat. Video chat can also be integrated into the framework.
- This framework of creating, launching and managing a buyer's bot is fully extensible.

FIG. 37

REPLACEMENT SHEET

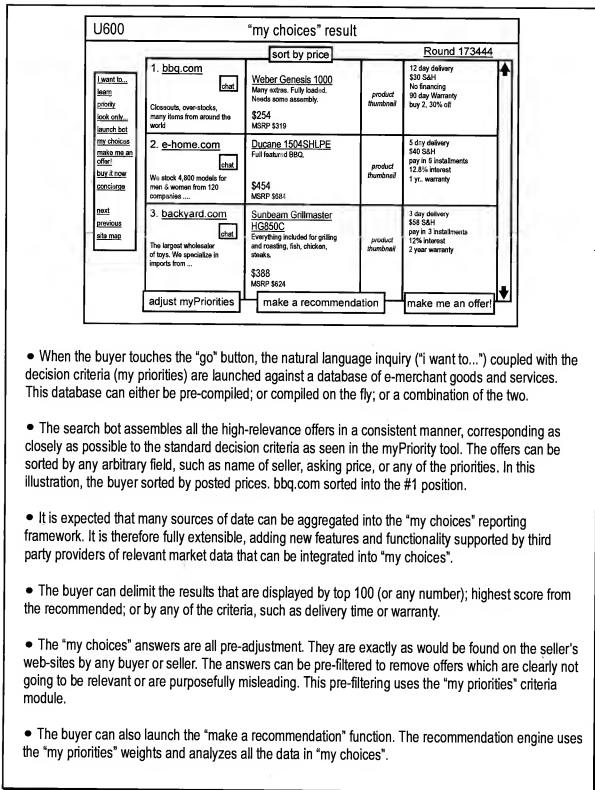


FIG. 38

REPLACEMENT SHEET

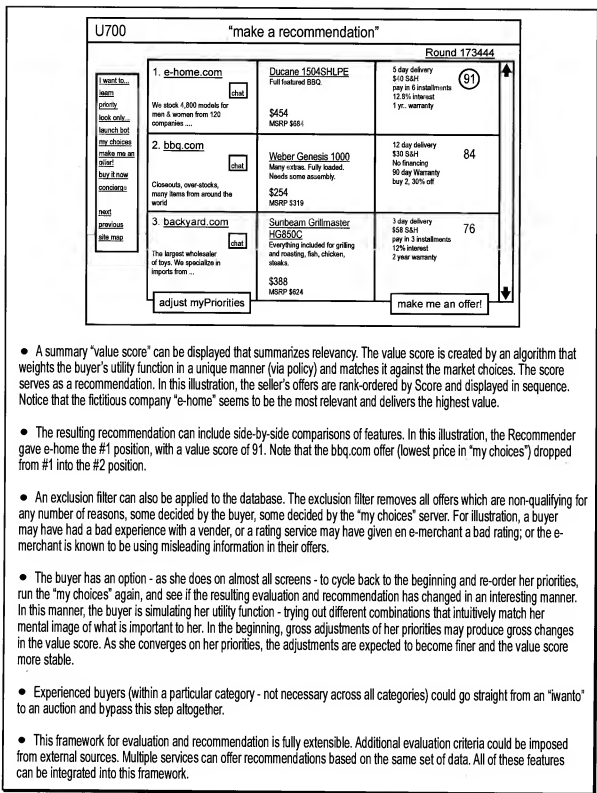


FIG. 39

REPLACEMENT SHEET

U800

"make me an offer"

I want to...

[learn](#)

[priority](#)

[book only...](#)

[launch bot](#)

[my choices](#)

[make me an offer!](#)

[buy it now](#)

[conference](#)

[next](#)

[statuses](#)

[site map](#)

Hello. You only do this once, ever.

My name is

My secret password is

That's it. Have fun!

normal

advanced

make me an offer!

- When the buyer first comes to "iwanto.com", she is welcomed to the service. When she is ready to ask for her first "make me an offer!", she is asked to fill out a simple registration, which is immediately confirmed by return email. There is no need to fill out her personal profile until she makes her first purchase.
- As new standards emerge of automating the registration process, this declaration might simplify down to just one input - a statement that says "join" or "register". Everything else would be supplied by the locally resident (i.e., browser-based, on the user's computer) or server-based (i.e., remote) database. Numerous standards are supported by the service, including but not limited to Open Profiling Standard (OPS), E-Commerce Markup Language (ECML), Platform for Privacy (P3P), Microsoft Passport, and ancillary services such as TrustE. For buyers who use such functionality, a single button push can upload all the data into the registration process - including the user's name and preferred (default) password.

FIG. 40

REPLACEMENT SHEET

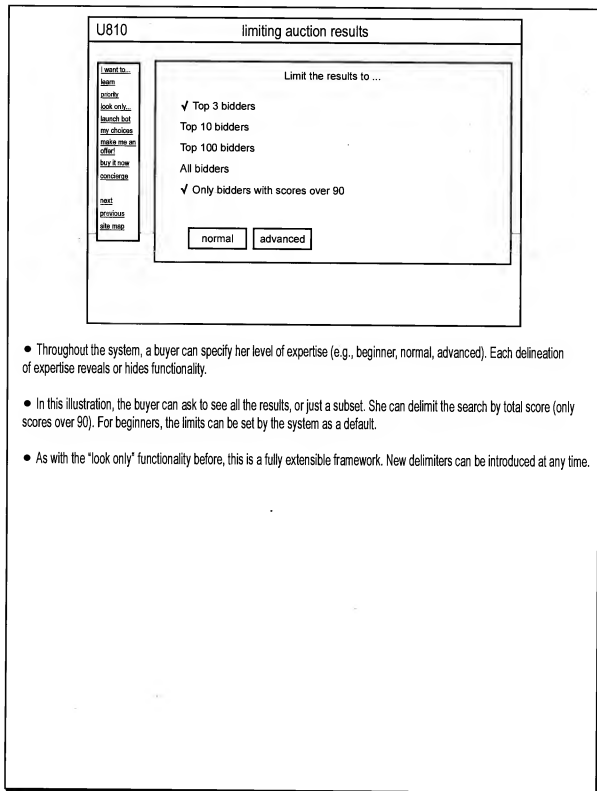


FIG. 41

REPLACEMENT SHEET

U900		"adjusted offers" auction result	
0:59	These adjusted offers are "best and final". All adjusted offers expire in 48 hours - Wednesday November 25th, 10:30pm EST		Round 173444
	original offers	adjusted offers	
I want to... search priority look only... launch bot my choices make me an offer buy it now goodbye next previous site map	1. backyard.com Sunbeam Grillmaster HG3500C Everything included for grilling and roasting, fish, chicken, steaks. 3 day delivery \$58 S&H pay in 3 installments 12% interest 2 year warranty \$388 MSRP \$624	buy me! \$395 3 day delivery \$58 S&H pay in 6 installments no interest til 12/00 2 year warranty * triple air miles	96
	2. bbq.com Weber Genesis 1000 Many extras. Fully loaded. Needs some assembly. 12 day delivery \$30 S&H No financing 90 day Warranty buy 2, 30% off \$254 MSRP \$319	buy me! \$264 * 3 day delivery \$40 S&H pay in 6 installments 12.8% interest 2 year warranty	90
	3. e-home.com Ducane 1504SHLPE Full featured BBQ. 5 day delivery \$40 S&H pay in 6 installments 12.8% interest 1 yr. warranty \$454 MSRP \$684	buy me! \$395 3 day delivery \$40 S&H No financing 120 day warranty Buy 2, 30% off	87
adjust myPriorities		show me why	

- The "make me an offer" button triggers an auction. The buyer sees a seller's clock - the amount of time that a Round is held open for sellers to make adjustments. The service sets the clock for any interval, depending on the nature of the product or service being offered. The buyer is also given a certain amount of time to decide. The service (or in some cases, the sellers) can specify how long their adjusted offers will be valid depending on the product or service being offered. There can be various limits imposed on each Round by the service, e.g., the length of the period, how many times the buyer might want to launch, etc.

- In reality, the entire auction is taking place inside the iwanto.com servers. During the auction adjustment period (or Round), the buyer does nothing. The seller's offers begin to adjust. Each adjusted offer element can be highlighted or animated. The seller's offers can be submitted as one-time bids. They can be sealed to other sellers until they are all exposed at one time at the end of a round, painted onto the screen to create an entertaining effect.

- At the end of the bidding period, all offers are marked "best and final", whether they were adjusted (via affiliates) or not. During the offer adjustment period, the display shows the top offers, scored and rated. The buyer has the option of either moving to the next stage (a transaction), or re-setting her decision criteria (priorities) and launching another round or adjustments. In this illustration, based on the adjusted offers, backyard.com won the deal with a value score of 96.

- The "show me why" button leads to U1100, showing the buyer why a seller was recommended.

- The "talk to a rep" button enables the buyer to touch the screen and immediately be connected to a human sales representative. This allows the seller to close or upsell the buyer. The function is provided by the seller or by the seller's telemarketing agent. As human representatives are expensive, in this embodiment this functionality is optional - note that one of the sellers, bbq.com, does not support it.

FIG. 42

REPLACEMENT SHEET

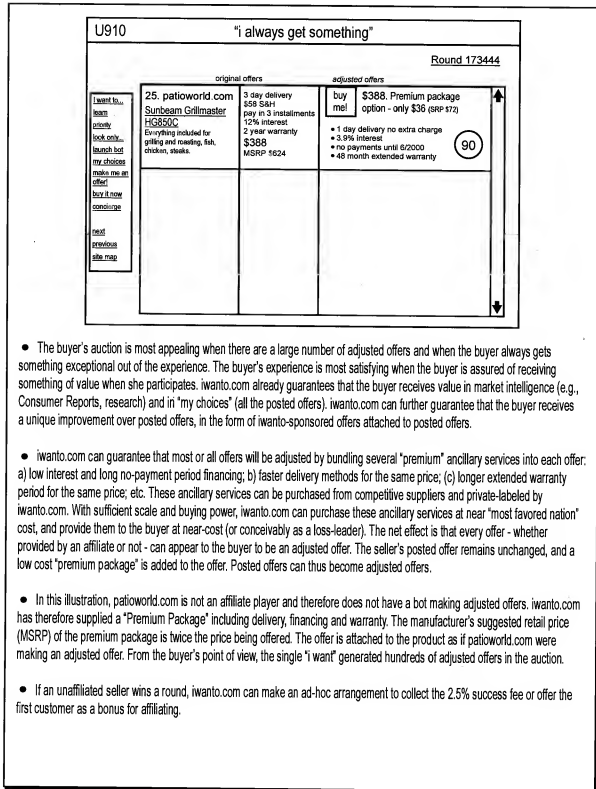


FIG. 43

REPLACEMENT SHEET

U1000

"buy it now" transaction

Round 173444

I want to...
[learn](#)
[priority](#)
[look only...](#)
[launch hot](#)
[my choices](#)
[make me an offer!](#)
[buy it now](#)
[concierge](#)

[next](#)
[previous](#)
[site map](#)

To review your profile, touch ...

billing information

shipping information

it's ok

it's ok

Extras:
gift wrap? no
notify when shipped? yes

Product
Grillmaster
Seller
backyard.com

Price \$395
Delivery 3 days
S&H \$58
Financing pay in 6 installments
 no interest till 1/00
 12.8% interest
Extended warranty 2 years
Air miles triple

put in my shopping cart

buy it now!

Done. All the purchase information has been entered into your Archive. Thank you!

- If this is the buyer's first transaction, she is asked to fill out her personal profile. In the preferred implementation, the buyer is already using one of the profiling utilities and can populate all of the required information with one touch of a button. In subsequent transactions, this information is stored for her convenience in the form of a "concierge". She can review and charge it at any time.
- The service automatically populates all the necessary information, including the winning offer data. The buyer can edit anything inaccurate in her personal profile. The "buy it now!" button complete the transaction.
- iwanto.com verifies the billing and shipping data and forwards it to the seller for fulfillment. The seller can issue a tracking number, which is put into the buyer's archive.
- The buyer has a choice of consummating a transaction, or "passing". If the buyer wants to consummate a transaction, she can either do so in situ (within the service site), or exit the service site and go directly to the seller she chooses.
- If the buyer stays within the service site, she is presented with a universal shopping cart. Global personal data can negate the need for multiple registrations and data entry (e.g., credit card, address). All the features available for making the shopping experience simple are deployed here. As an extensible framework of transaction fulfillment, new features and functionality for consummating a transaction can be introduced at any time.
- iwanto.com executes the credit card transaction through the normal bank networks; gives buyer and seller the clearance number; and enters the data into the buyer's archive. The relevant data are passed to the seller in a secure transaction; electronics funds transfer follows. This back-end (discussed further in the seller's section) uses the best practices of business-to-business (B2B) software and services.

FIG. 44

REPLACEMENT SHEET

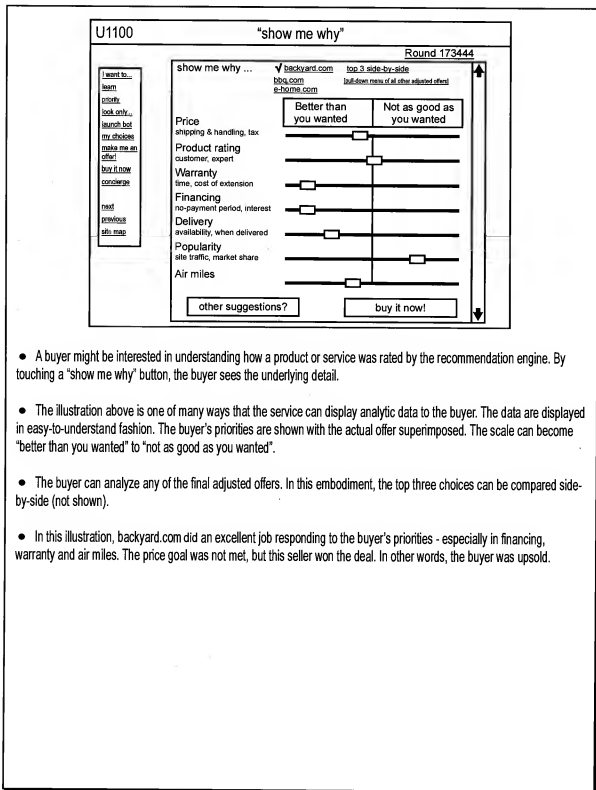


FIG. 45

REPLACEMENT SHEET

U1200
"make a suggestion"

I want to...
[search](#)
[priority](#)
[back order...](#)
[search bot](#)
[my choices](#)
[make me an offer!](#)
[buy it now](#)
[concocture](#)

[next](#)
[previous](#)
[site map](#)

suggestions

1. [backyard.com](#)
important built-in BBQ. All stainless inside and out.
 Can be built into a stand-alone frame. \$1,995.
2. [bbq.com](#)
Tailgater grill. Perfect for taking to the ballpark.
 Propane gas tank. Can be hooked up to RVs. \$139
3. [e-home.com](#)
Snowbird grill. For serious campers and backpackers.
 Lightweight aluminum, super-efficient burners. \$99

other suggestions

Excellent steak deals from
[Kansas Beef Company](#)

Shinktoso BBQ tool set
 Now being auctioned on [eBay](#)

Recipes and notes from
[Amazon.com](#)

- This page presents another opportunity for sellers to "upsell" the buyer by suggesting not only accessories but also substitution products and services, complementary products and services – various forms of upgrades to the basic "I want". While the buyer is in a highly motivated and educated state, this is the ideal time for a seller to suggest upgrades.
- The service also has the ability to add various information, e.g., a suggestion module showing other recommended goods and service suggested by the buyer's peer group, various merchant and/or product evaluation content sources used by the service in rendering a rating, etc.
- This framework is fully extensible into many varieties of third party services, including: text chat, voice chat, expert chat, expert consulting, audio (e.g., voice over IP) customer service connection, video business-to-consumer (B2C) connection (see it), and access to seller's promotion material, such as literature, simulations, visualizations, FAQs, etc.
- Ancillary services. Buyers are most satisfied when a large number of sellers offer adjusted "best and final" offers. The iwanto.com service can guarantee that a large number of adjusted offers result from every buyer's auction, whether the e-sellers are affiliated or not, by becoming a private label discount supplier of ancillary services such as: a) longer extended warranty; (b) lower interest and longer no-payment financing; (c) faster method delivery. These support services are ancillary to iwanto.com's core business model. With sufficient aggregated demand (via bulk purchase combined with purchasing power), iwanto.com can expect to procure ancillary services at near "most favored nation" rates - those given to the supplier's next customers - and pass those along to the buyer to near zero profit, and in some cases as a loss leader. As the iwanto.com services scales, it can begin to aggregate demand and make affiliation deals that enable the serviced offer upgrades for the same price by building in a discount factor (i.e. the same as a large retailer would exercise volume purchasing power, except in this case the demand is based on an annualized flow of demand). In practice, the buyer's request, "make me an offer!" will result in a large number of offers - some will actually be adjusted by the seller's bot, others will be bundled offers that include iwanto.com's private label ancillary services.

FIG. 46

REPLACEMENT SHEET

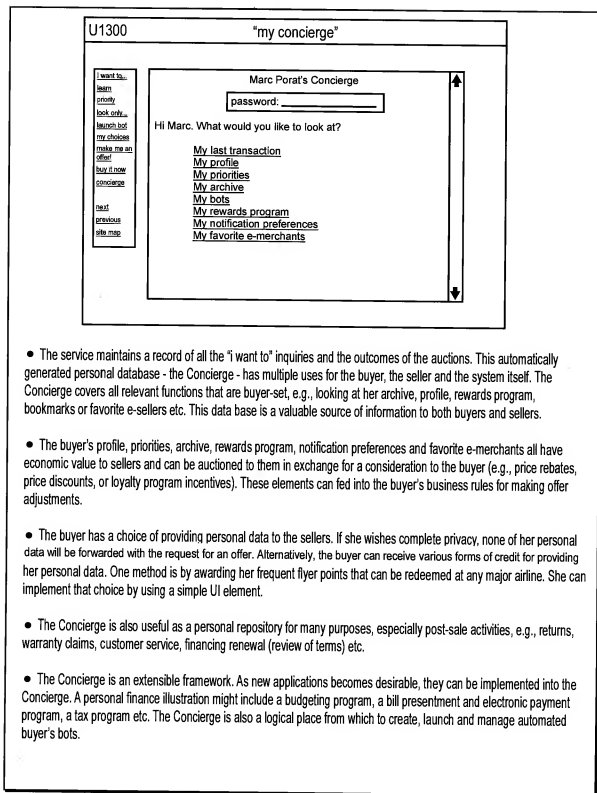
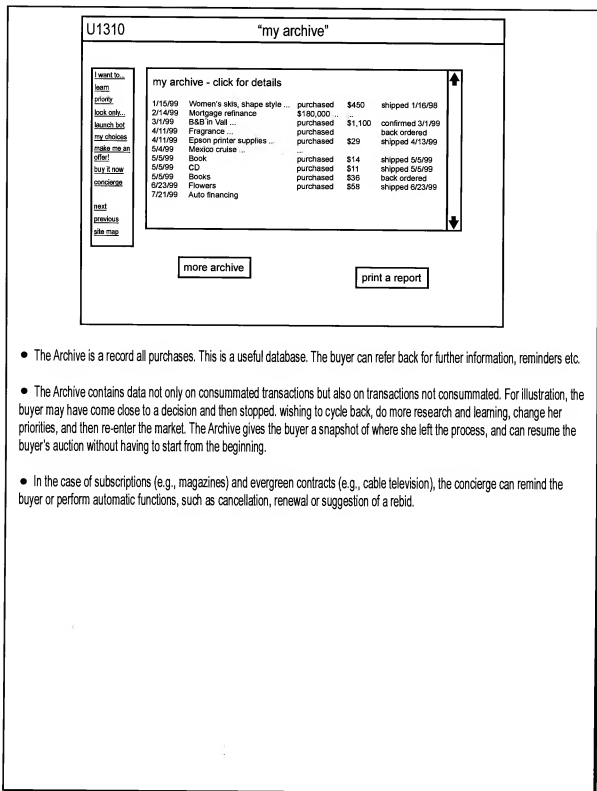


FIG. 47

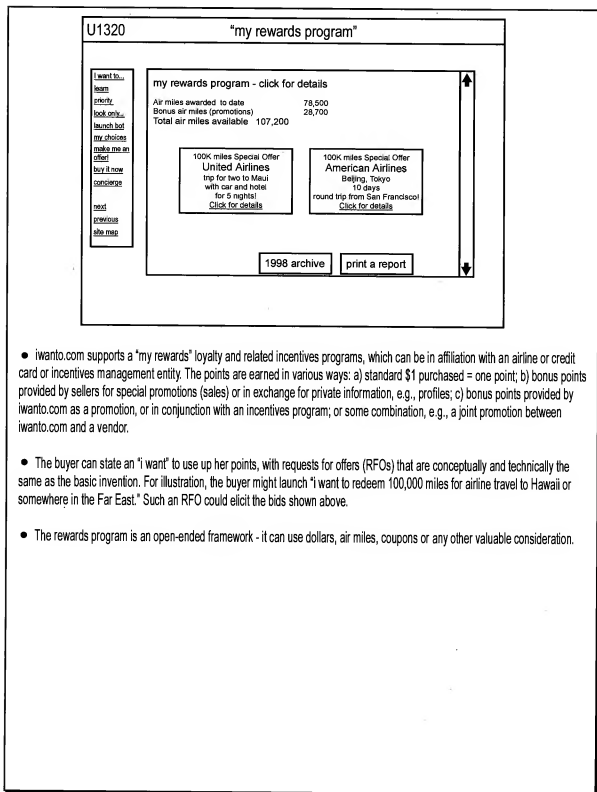
REPLACEMENT SHEET



- The Archive is a record all purchases. This is a useful database. The buyer can refer back for further information, reminders etc.
- The Archive contains data not only on consummated transactions but also on transactions not consummated. For illustration, the buyer may have come close to a decision and then stopped. wishing to cycle back, do more research and learning, change her priorities, and then re-enter the market. The Archive gives the buyer a snapshot of where she left the process, and can resume the buyer's auction without having to start from the beginning.
- In the case of subscriptions (e.g., magazines) and evergreen contracts (e.g., cable television), the concierge can remind the buyer or perform automatic functions, such as cancellation, renewal or suggestion of a rebid.

FIG. 48

REPLACEMENT SHEET



- iwanto.com supports a "my rewards" loyalty and related incentives programs, which can be in affiliation with an airline or credit card or incentives management entity. The points are earned in various ways: a) standard \$1 purchased = one point; b) bonus points provided by sellers for special promotions (sales) or in exchange for private information, e.g., profiles; c) bonus points provided by iwanto.com as a promotion, or in conjunction with an incentives program; or some combination, e.g., a joint promotion between iwanto.com and a vendor.
- The buyer can state an "I want" to use up her points, with requests for offers (RFOs) that are conceptually and technically the same as the basic invention. For illustration, the buyer might launch "I want to redeem 100,000 miles for airline travel to Hawaii or somewhere in the Far East." Such an RFO could elicit the bids shown above.
- The rewards program is an open-ended framework - it can use dollars, air miles, coupons or any other valuable consideration.

FIG. 49

REPLACEMENT SHEET

U2100
"welcome new affiliate!"

[Affiliate](#)
[Products](#)
[Rules](#)
[Archive](#)
[Round #](#)
[Purchases](#)
[Analysis](#)

[next](#)
[previous](#)
[site map](#)

hello backyard.com
Affiliate Agreement

Select Affiliation level

☒ Gold
 Player status - all rounds
 Subscription to Gold "market view" products

Silver
 No Player status
 Subscription to Silver "market view" products

↑
↓

Affiliation rules

Affiliate Fees

Company information ...

Technical information

Privacy policy

etc.

- This Affiliation agreement is done on-line. The auction rules are explicit and agreed to by all players. The service needs: a) signed affiliation agreement; b) billing agreement; and c) cognizant officer (or proprietor).
- Affiliation can be implemented at several levels. For example, a simple embodiment can have two levels: (1) Gold - full affiliation status, i.e., the ability to make adjusted offers inside the auction plus access to proprietary data; and (2) Silver- subscription to non-proprietary data only. It is possible that affiliation levels below Gold will also be allowed to make adjusted offers. Alternately, only the top level (Gold) can be a "player" and make adjusted offers.
- The auction rules are a framework that enables the iwanto.com service to set explicit policies and processes for how the auction runs, and enables the service to change those rules from time to time - either globally (for all auctions), or for one specific auction (e.g., at a buyer's request for a customized set of auction parameters). Illustrations include the length of the auction period(s); the number of auction period(s) before all adjustments cease; whether offers are closed bid until the end of the period; the length of time that adjusted offers are required to stay binding on the seller and hence the length of time that the buyer has to accept an offer before it is extinguished; the ability for the seller to insert human intervention into the offer adjustment process; the possibility of a "tie" in recommendation value score; whether each score in a subsequent period has to be equal to or greater than the previous value score or whether the score is allowed to float downward; etc. These auction rule agreements are binding on all sellers.
- The adherence to a private policy is part of the affiliation process. The iwanto service can implement a simple or complex set of processes behind this agreement. Some of the procedures can be internal to iwanto.com. Others can involve third party custodians of data or data integrity assurance, e.g., Price Waterhouse Coopers, TrustE, etc.
- The standard navigation bar (vertical, left element) includes short-cuts for the seller.
- In this illustration, the seller selected "gold" affiliate level, entitling him to participate in all the rounds and to receive the full suite of "market watch" information products. By touching "Affiliate fees", the seller is taken directly to U2100.

FIG. 50

REPLACEMENT SHEET

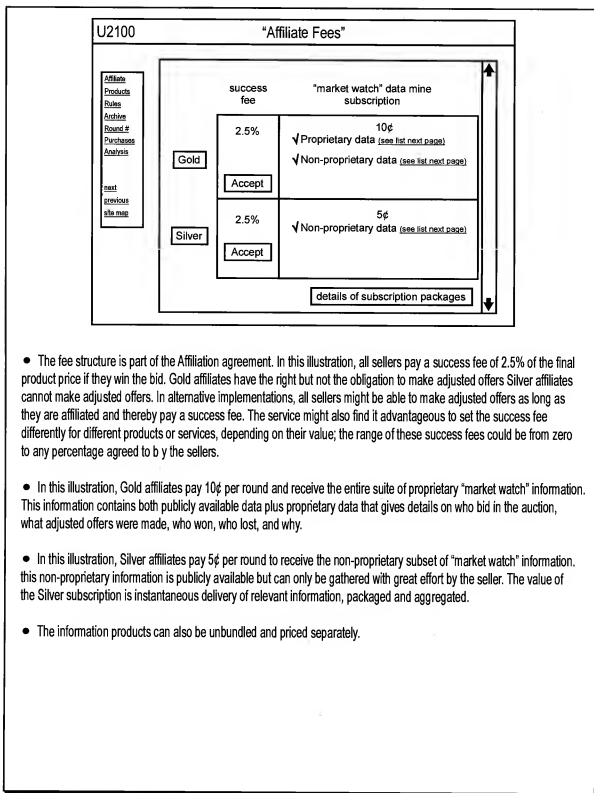


FIG. 51

REPLACEMENT SHEET

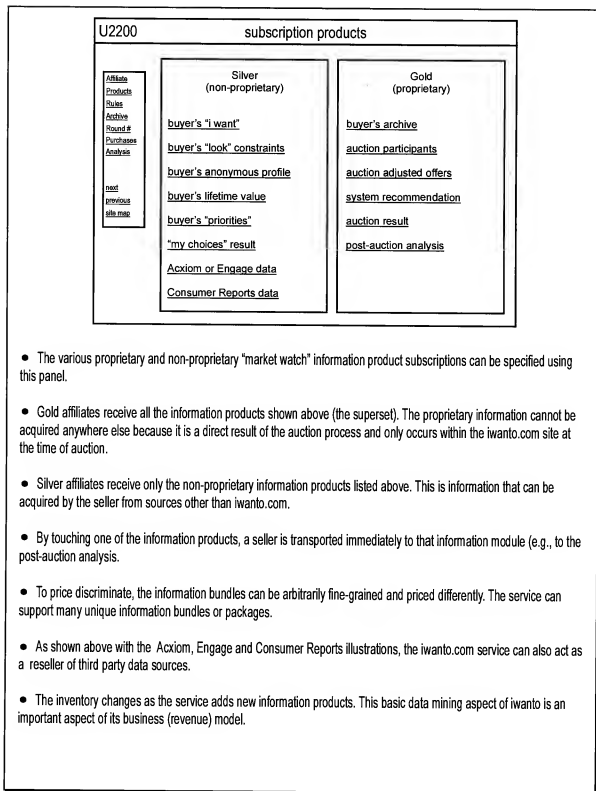


FIG. 52

REPLACEMENT SHEET

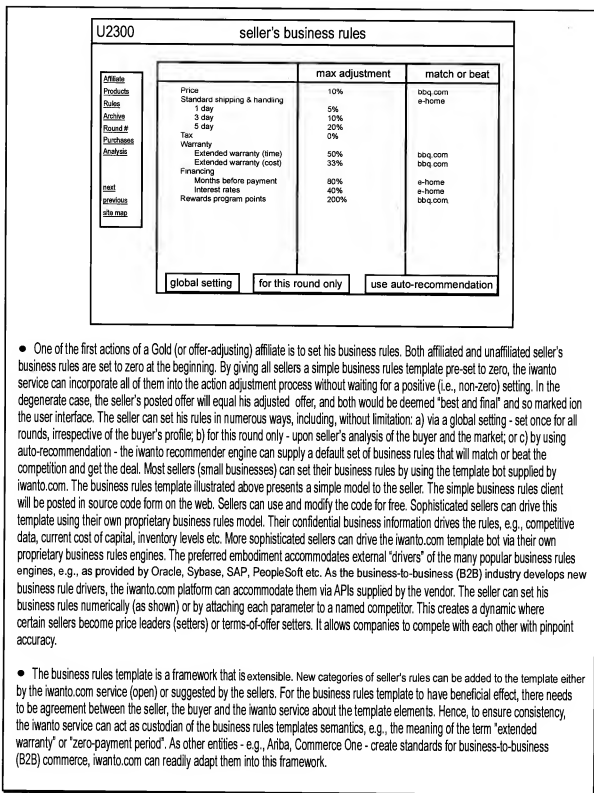


FIG. 53

REPLACEMENT SHEET

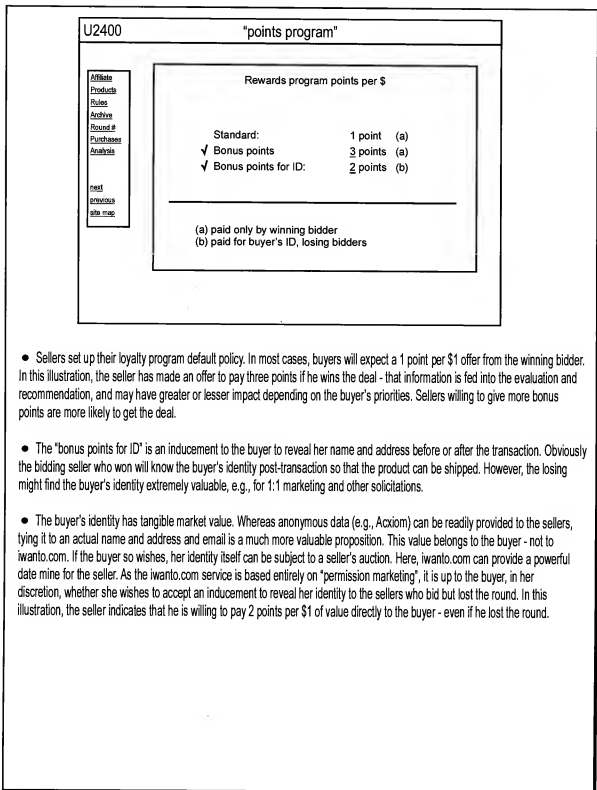


FIG. 54

REPLACEMENT SHEET

U3000
buy original "i want"

Round 173444

I want to ...

buy a BBQ grill

look ...

local within __ miles
 ✓ USA only
 Whole world

Affiliate
 Products
 Rules
 Archives
 Round #
 Purchases
 Analysis

 next
 previous
 site map

Priority	very important	not important
Total Price (shipping, handling, tax)		
Evaluations (customer, expert)		
Warranty (& extension)		
Financing (no-payment period, interest)		
Delivery (availability, speed)		
Popularity (site traffic, market share)		
Air miles		

- All the information necessary to conduct an auction is inside the iwanto.com servers in the form of a database. However, if the seller wishes to see reports of what is going on in each round (in real time or historical archive), a report is generated. The illustration above shows that the seller sees the buyer's RFO (request for an offer); the "look" constrained search delimiters; and the buyer's utility function (priorities). The buyer's identity is not revealed - she is anonymous.
- The seller can manipulate the "my priorities" data using their own models of buyer behavior and market segmentation.

FIG. 55

REPLACEMENT SHEET

U2100

"Affiliate Fees"

Affiliate

Products

Rules

Archive

Round #

Purchases

Analysis

next

previous

site map

buyer value

Last 90 days \$10

Last 180 days \$580

Last 1 year \$1,145

Last 3 years \$21,480

Lifetime value \$145,977

anonymous profile

gender F

age 35

marital married

income \$68K

home Condo

children 1

auto 96 Audi

credit rating AAA

education 16 yrs

zip code 94022

Tel. prefix 850-917

ISP AOL

credit card MC, Visa

archive

Woman's skin, shape style

Mortgage refi \$180,000...

B&B in Val...

Fragrance...

Epson printer supplies...

Mexico cruise

Book

CD

Book

Flowers


Auto financing

Legal notice: this strictly confidential information is provided by buyer exclusively for use in this market Round. Redistribution or other use is prohibited. Violation of the Affiliate agreement is punishable by a fine.

- Depending on the type of affiliation and the buyer's permission, the seller can see the Buyer's anonymous profile and history. Other data provided to the Gold affiliate seller can include historical and future value of the customer, anonymous demographic data; and an archival history of "iwanto" inquiries. This data mine should increase the seller's chances of winning the business with an optimal offer.

FIG. 56

REPLACEMENT SHEET

U3200		"my choices" result		Round 173444	
Affiliate: Products: Rules: Archive: Round #: Purchases: Analysis: next previous site map	1. <u>bbq.com</u> <input type="button" value="chat"/> Closeouts, over-stocks, many items from around the world \$254 MSRP \$319	Weber Genesis 1000 Many extras. Fully loaded. Needs some assembly. \$254 MSRP \$319	pocket thumbnail	12 day delivery \$30 S&H No financing 90 day Warranty buy 2, 20% off	
	2. <u>e-home.com</u> <input type="button" value="chat"/> We stock 4,800 models for men & women from 120 companies ... \$454 MSRP \$684	Ducane 1504SHLPE Full featured BBQ. \$454 MSRP \$684	pocket thumbnail	5 day delivery \$40 S&H pay in 6 installments 12.0% interest 1 yr. warranty	
	3. <u>backyard.com</u> <input type="button" value="chat"/> The largest wholesaler of toys. We specialize in imports from ... \$388 MSRP \$624	Sunbeam Grillmaster HG850C Everything included for grilling and roasting, fish, chicken, steaks. \$388 MSRP \$624	pocket thumbnail	3 day delivery \$58 S&H pay in 3 installments 12% interest 2 year warranty	

- The seller sees the result of "my choices". Here is a case where the seller can laboriously search the web for posted offers and discover the same information as presented above. The iwanto.com service value add is to package the correct information at the right time (pre-auction) in the proper form (electronic) such that the seller's bot can take action on it and make an adjusted offer.

FIG. 57

REPLACEMENT SHEET

U3400		"adjusted offer" auction results			
0:59		These adjusted offers are "best and final". All adjusted offers expire in 48 hours - Wednesday November 25th, 10:30pm EST			
		Round 173444			
		original offers			
		adjusted offers			
Affiliate Products Rules Archive Round # Purchases Analysis next previous site map	1. backyard.com Sunbeam Grillmaster HGR50C Everything included for grilling and roasting, fish, chicken, steaks.	3 day delivery \$58 S&H pay in 3 installments 12% interest 2 year warranty \$388 MSRP \$624	<div> <div>buy</div> <div>me!</div> </div> <div> <div>talk to</div> <div>a rep</div> </div>	\$395 3 day delivery \$58 S&H pay in 6 installments no interest till 1/2000 2 year warranty • triple air miles	<div>96</div>
	2. bbq.com Weber Genesis 1000 Many extras. Fully... loaded. Needs some assembly.	12 day delivery \$30 S&H No financing 90 day Warranty buy 2, 30% off \$254 MSRP \$319	<div> <div>buy</div> <div>me!</div> </div>	\$264 • 3 day delivery \$40 S&H pay in 6 installments 12.8% interest 2 year warranty	<div>90</div>
	3. e-home.com Ducane 1504SHLPE Full featured BBQ	5 day delivery \$40 S&H pay in 6 installments 12.8% interest 1 yr. warranty \$454 MSRP \$684	<div> <div>buy</div> <div>me!</div> </div> <div> <div>talk to</div> <div>a rep</div> </div>	\$395 3 day delivery \$40 S&H No financing 120 day warranty Buy 2, 30% off	<div>87</div>

FIG. 58

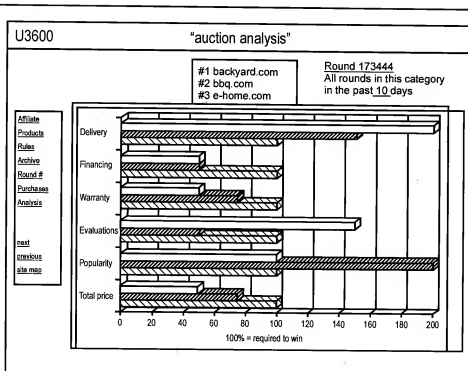
REPLACEMENT SHEET

U3500		transaction	
		Round 173444	
<div> <div>Affiliate</div> <div>Products</div> <div>Rules</div> <div>Archive</div> <div>Round #</div> <div>Purchases</div> <div>Analysis</div> </div> <div> <div>next</div> <div>previous</div> <div>site map</div> </div>	<div> <div>ship to:</div> <div>customer #7,287,932</div> <div>unchanged</div> <div>billing information</div> <div>unchanged</div> <div>shipping information</div> <div>unchanged</div> </div>	<div> <div>Seller</div> <div>backyard.com</div> <div>Round</div> <div>17344</div> <div>Product</div> <div>Sunbeam Grillmaster HG850C</div> <div>Price</div> <div>\$388</div> <div>Delivery</div> <div>3 days</div> <div>\$84</div> <div>Financing</div> <div>pay in 6 installments</div> <div>no interest til 1/2000</div> <div>12.6% interest</div> <div>Extended warranty</div> <div>2 years</div> <div>Air miles</div> <div>3X</div> </div>	
		<div> <div>purchased at 1425 PDT</div> <div>funds transfer tonight</div> </div>	

- The seller's affiliation agreement states whether the buyer can do the transaction in situ, or whether the buyer is required to come to the seller's site. The advantages to the buyer of staying in situ are: a) the buyer can stay within one unified environment without going through the resistance barrier of suddenly being in a different environment, with a different UI and additional hurdles such as a re-registration burden; b) the iwanto.com service can aggregate loyalty program points across a number of re-sellers; and c) all the data generated by the transaction are integrated into the concierge for archival uses without any additional effort by the buyer.
- The advantages to the buyer of going to the seller's site are: a) trust (e.g., if a strong brand like Amazon); b) familiarity; and c) integration into the seller's loyalty program.
- In this case, the buyer decided to stay inside iwanto.com service. She approved identifying her by name and address in exchange for air mile points. All the credit card transactions flow directly from iwanto.com's accounts via EFTS into backyard.com's account.

FIG. 59

REPLACEMENT SHEET



- In this illustration, only Gold affiliates see this information. The seller sees exactly who won the Round, and why. Various formats can be used for reporting the results of an auction. The results can be reported on a single auction, or they can be aggregated for a set of auctions.

- The service can provide an analysis of each round, or summaries of a large number of rounds. These analytic tools and summaries help the seller analyze how to segment the market and win more rounds. They are constrained optimization problem solvers.

- In this illustration, the winner's offer - backyard.com - is shown at 100%. By definition, this offer won the bid. The other seller's offers (displayed according to the template with each term analyzed separately) reveals information about the bids. For illustration, e-home can conclude the following: its product had strong third party evaluation an excellent delivery; however the company fell short on warranty (too short), financing (not enough free period) and price (too expensive). The other losing bidder, bbq.com had a different experience. The site is extremely popular and has great delivery time. But also underachieved on warranty and financing.

- This ex-post evaluation framework is extensible in many ways. The actual methods of analysis can be varied. Either iwanto.com or third party companies can create a side business offering analysis of auction results, and sell the analyses as a consulting or subscription service. Also, the reporting formats can vary from that illustrated above. Sophisticated sellers can simply buy the raw data and analyze it themselves.

FIG. 60